

**Advertising and Public Relations Services  
Motor Vehicle Commission  
– 06-X-37607  
July 15, 2005  
Addendum #02**

**Question # 14      Section 3.3 Public Relations, Pg 17–Should the contractor set aside a budget for a public relations plan out of the \$5 million budget?**

Answer: Yes.

**Question # 15      Section 3.3 Public Relations, Pg 17–Should the contractor make recommendations for public relations?**

Answer: Yes.

**Question # 16      Section 3.7.1 Web Site Plan, Pg 19 –Should the bidder make a website design recommendation as part of the creative case-study?**

Answer: Yes.

**Question # 17      Section 3.7.1 Web Site Plan, Pg 19 –Is there any restriction against making such a recommendation?**

Answer: No.

**Question # 18      Section 4.4.2.1 Management Overview, Pg 25 –What are the nationalities or race of the “difficult to reach” audiences?**

Answer: It is incumbent upon the bidder to ascertain and/or define “difficult to reach” audiences.

**Question # 19      Section 4.4.2.1 Management Overview, Pg 25 –Should the media plan, plus the production be equal to \$5 million dollars or should money be budgeted for public relations services and website design?**

Answer: Money should primarily be budgeted for public relations services and website design.

**Question # 20      Section 4.4.2.1 Management Overview, subsection c, Pg 25 –Is the case-study, “Customer-Friendly Web Site” a hypothetical or is it an actual initiative that is a subset of the “Overall Customer Information and Public awareness Plan?**

Answer: Actual initiative.

**Question # 21      Section 4.4.2.1 Management Overview, subsection c, Pg 25 –Should the case-study be reported as separate attachments (Attachment 5 Price Schedule) one for radio and one for Outdoor, or should they be combined?**

Answer: Combined.